



WHERE SHOULD YOU STAY?

The Five Vibes of London

Which neighborhood is your vision of London? Staying in the right neighborhood greatly enhances your visit.



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Kim Guymon · London specialist

WELCOME

A Note from Kim

When I started Send Me to London 4 years ago, it was a labor of love. I am literally addicted to London. I've been going two to three times a year for over 10 years and can't seem to get enough.

I love seeing London through the eyes of someone who has never seen such a wonder. It's like being 7 and waking up on Christmas morning.

I'm a full-service travel agent who can plan your London trip in a way that wouldn't be possible if you didn't know London well. Your personalized itinerary comes wrapped in a really handy app that runs on your phone, and my goal is to make you feel like a London expert before you even set foot in it.

Get to know your London "vibe," then reach out and let's find you the perfect hotel.

Kim

"When a man is tired of London, he is tired of life; for there is in London all that life can afford."

SAMUEL JOHNSON

HOW TO USE THIS GUIDE

1

Meet the five vibes

Each page shows what an area feels like, what you'll love and what to keep in mind.

2

Picture your London

Pick the vibe that matches the London in your head. Page 3 compares them side by side.

3

Let's find your hotel

Reach out and I'll match you with the perfect hotel in your vibe.



AT A GLANCE

Find Your Vibe

What does London look like in your head? Where you stay shapes how much you enjoy your visit. Compare the five vibes here, then turn to each one's page.

NO.	THE VIBE	BEST FOR	WATCH FOR	WHERE TO LOOK
01	Mary Poppins <i>White terraces & leafy squares</i> Page 4	A relaxed, residential stay with a nice neighborhood feel. Like you live in London.	Below-ground hotel rooms	Kensington, Notting Hill, Marylebone, Chelsea, Bayswater, Islington
02	Big City <i>Skyscrapers & business buzz</i> Page 5	Skyline views & weekend hotel deals	Can be quiet as a ghost town by 8pm.	Aldgate, Canary Wharf, St Katharine Docks, City of London
03	Gritty Street Art <i>Brick warehouses & street art</i> Page 6	Foodies & a younger crowd	A few nearby areas to avoid where hotels are cheap.	Shoreditch, Spitalfields, Camden Town, South of the Thames.
04	Busy Nightlife <i>London's Times Square</i> Page 7	Theatre lovers & shoppers	Pricier hotels, few green spaces and shoulder-to-shoulder people	Soho, Covent Garden, Leicester Square
05	King & Country <i>Palaces & historic landmarks</i> Page 8	Sightseers & history lovers	Landmark views are rare	Westminster, Trafalgar Square, Tower Hill, Knightsbridge, Victoria, Greenwich



Found your vibe? Reach out and let's find your perfect hotel match.



01 THE VIBE · CHARMING & RESIDENTIAL Mary Poppins

White terraces, leafy squares and a neighborhood café on every corner.



There are many names I could give this part of London, but Mary Poppins is the one that keeps coming to mind: rows of white houses with porches and below-ground flats, quaint mews with luxury homes, Notting Hill's rainbow-colored houses and royal parks close by.

It's more relaxed and residential, away from the crowds, with boutique-style hotels and neighborhood cafés. And it's well connected to central London, so getting around is easy. I very much consider it PART of London. Don't worry that you might be too far, you aren't. This is the top place I put clients because this is what appeals to many travelers.

IT'S YOUR VIBE IF YOU PICTURE...

*pretty terraced houses, decorative facades
and lots of leafy trees.*

WHERE TO STAY

Kensington · South Kensington ·
Bayswater · Notting Hill · Islington ·
Chelsea · Marylebone · Belgravia ·
Mayfair

YOU'LL LOVE

- ✓ A quiet, local feel
- ✓ Royal parks & leafy squares
- ✓ Boutique-style hotels
- ✓ Grocery stores are easy to find

KEEP IN MIND

Some boutique hotels have below-ground rooms. Ask before you book if you'd like a room with a view.

02 THE VIBE · AKA “THE CITY” OR “THE SQUARE MILE”

Big City

Skyscrapers, busy traffic and the buzz of London’s financial district.



Think Manhattan, Frankfurt or downtown Chicago. Hotels here cater to “the blue suits” who work in the financial district, which often makes them cheaper on weekends.

There are great gems, from the high viewing platforms to the Royal Courts of Justice, Leadenhall Market and the Barbican Centre. But the area lacks the charming neighborhoods most people come to London to see, and many hotels feel business-like. Canary Wharf is more modern and doesn’t close as early.

IT’S YOUR VIBE IF...

you love tall buildings and are happy with takeaway and TV at night.

WHERE TO STAY

North of the Tower of London ·
Aldgate · Whitechapel · Canary
Wharf · St Katharine Docks

YOU’LL LOVE

- ✓ Skyline views & viewing platforms
- ✓ Weekend hotel deals
- ✓ Leadenhall Market
- ✓ A Waitrose at St Katharine Docks

KEEP IN MIND

It’s busy right after 5 and closed up by 7 or 8. Cafés open later and close earlier, and grocery stores are scarce.

03 THE VIBE · AKA “CALL THE MIDWIFE”

Gritty Street Art

Brick warehouses, street art and some of London’s best food.



Call the Midwife is set in Poplar, an area of brick buildings, warehouses and industrial spaces. If you picture Call the Midwife or Peaky Blinders, this is the vibe. Brick lends itself to street art: Brick Lane is bursting with it, and the Leake Street Tunnel is an explosion of color.

Old warehouses have become hotels and luxury flats, alongside cheaper hotels and small independent markets. It’s funky, diverse and historic (Jack the Ripper once roamed here), with a cool vibe that appeals to a younger crowd.

IT’S YOUR VIBE IF YOU PICTURE...

brick buildings, colorful street art and markets on wide pavements.

WHERE TO STAY (GRITTY BUT SAFER)

Brick Lane · Spitalfields · Shoreditch · Southwark · Camden Town · Select areas south of the river

YOU’LL LOVE

- ✓ Street art walks
- ✓ Great ethnic food & Indian curry
- ✓ Busy street markets
- ✓ Converted warehouse hotels

KEEP IN MIND

Some areas aren’t safe to stay in due to crime. They’re not on my list, and they’re often farther out. But, people get enticed by the cheap hotels. Just don’t.

04 THE VIBE · AKA LONDON'S TIMES SQUARE

Busy Nightlife

Glowing marquees, busy squares and dinner after the show.



Contrary to what many Londoners will tell you, London isn't a 24/7 city like NYC. But this part stays busy after other things close: theatres and late-night restaurants spill into the streets, and the lights of Piccadilly Circus never seem to dim.

It's home to the West End theatre district, Chinatown, some of London's best shopping and one of its nicest hotels, The Ritz. It's all about activity, night and day, and it can be a bit exhausting if you don't know what you're getting into.

IT'S YOUR VIBE IF...

your goal is to see as many West End shows as possible.

WHERE TO STAY

Soho · Leicester Square · Chinatown · Piccadilly · Oxford & Regent Streets · Carnaby Street · Covent Garden

YOU'LL LOVE

- ✓ Walking to West End shows
- ✓ Late-night food in Chinatown
- ✓ Some of London's best shopping
- ✓ Energy night and day

KEEP IN MIND

Hotels are a little pricier here, and grocery stores and green spaces are harder to find.

05 THE VIBE · ROYAL & HISTORIC LONDON

King & Country

Palaces, towers and the sights on everyone's must-see list.



Most people's London list is full of historic buildings tied to the royal family or the history of London and the UK. They're spread all over the city, so some overlap with other vibes, but I'm giving them their own space because the history is what some people truly come to London to see.

Not all of them are near good tourist hotels, but you can still stay close, and some of London's most exclusive hotels are here. Head to South Kensington for the classic museums and Bloomsbury for the British Museum. There are a couple of good hotels near Tower Bridge and some good ones south of the river with historic views. But, these views come at a cost.

IT'S YOUR VIBE IF...

you want London's greatest attractions right outside your door.

WHERE TO STAY

Tower Hill · Westminster · Victoria & Buckingham Palace · Trafalgar Square · Covent Garden · Knightsbridge · Park Lane · South Kensington · Bloomsbury · Greenwich

YOU'LL LOVE

- ✓ Walking to famous landmarks
- ✓ London's most exclusive hotels
- ✓ World-class museums

KEEP IN MIND

Landmark views from hotels are rare. The exceptions: Tower Bridge, the Tower of London and the London Eye.



FULL-SERVICE TRAVEL PLANNING

How I Can Help

I am a full-service travel agent and London specialist who can plan everything for you from finding and booking hotels to your full itinerary.



Your Stay

Hotel matches & booking
Airport transfer bookings
Travel insurance
Trip support for clients



Your Days

Itineraries in a handy phone app
Day trip ideas
Private tours
UK group tours



Rail & Sea

UK rail tours
Luxury rail journeys
UK cruises



CST: 2129700-40 | 1000 Mile Travel Group, California

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SEND ME TO LONDON



FOUND YOUR VIBE?

Ready to Plan?

Reach out and let's find your perfect hotel match.

 sendmetolondon.com

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